

# **Baidu Content Ecosystem Management Standards**

## **Chapter I General Provisions**

**Article 1** These standards are hereby developed for the governance of network information content that users post on Baidu's websites, clients, and other products and platforms, to ensure the operational safety of all products and platforms of Baidu. Baidu has always put user experience and social responsibility first to deliver its mission of “making the complicated world simpler through technology”.

**Article 2** These standards are formulated in accordance with China's laws, regulations and policies, the *Baidu User Agreement*, and Baidu's management standards for all products and platforms.

**Article 3** According to the *Provisions on Ecological Governance of Network Information Content* adopted by the Cyberspace Administration of China (CAC), “A network information content platform shall fulfill the primary responsibility for managing information content, strengthen the ecological governance of the network information content on the platform, and promote the formation of positive cyber culture towards kindness.” Following the requirements of regulators, the scope of Baidu's network information content governance across all products and platforms covers user registration, account management, information

release examination, posts and comments examination, ecological management of pages, real-time inspection, emergency disposal and cyber rumor, and black industry chain information disposal.

**Article 4** In accordance with China's laws and regulations and these standards, all Baidu products and platforms respect and protect the users' right to freedom of speech. Protecting users' personal information is a basic principle of Baidu. Baidu takes appropriate measures to protect users' personal information in accordance with the *General Principles of Baidu's Privacy Policy* and other privacy policies across all products. Except as otherwise provided by national laws and regulations, Baidu shall not make public or disclose users' personal information to any third party without the consent of users. Baidu adopts expert encryption storage and transmission solutions to ensure the safety of users' personal information.

**Article 5** Should network information content on Baidu's products and platforms inconsistent with these standards, Baidu shall resort to deleting, banning, blacklisting, and undertaking other relevant disposal measures and will keep relevant records in accordance with the law and are required to assist in investigations by mandatory requests from the competent authorities or by judicial decisions.

**Article 6** These standards shall apply to network information content that users post across all products and platforms of Baidu.

## **Chapter II Content Ecosystem Management Systems Building**

**Article 7** To reinforce ecological governance of information content, Baidu has built a specific team led directly by company management. Baidu also strengthens its contribution to special projects in terms of ecological governance of information content, thus comprehensively enhancing the overall governance capabilities of information content risk management.

**Article 8** In terms of the implementation of ecological governance of information content, the Baidu Risk Management Center which consists of the integrated management team in the headquarters and inspection teams situated at bases, is responsible for daily management and specific governance of all its products and platforms. The integrated management team principally takes charge of platform technologies, security strategies, external affairs, media monitoring, emergency projects, outsourcing management, compliance management, training management, cultural and Party building. The inspection teams situated at bases are primarily responsible for basic content examination. Currently, the products managed by the Baidu Risk Management Center include Baijiahao, Baidu Smart Mini Programs, Haokan, Quanmin,

livestreaming, Baidu Search, Baidu Tieba, Baidu Knows, Baidu Wenku, Baidu Experience, and other Baidu products.

**Article 9** Baidu conducts systematic construction and management in terms of information content governance, covering the full lifecycle of content production, dissemination, and evaluation.

Baidu establishes construction and operation systems of network information content from the production side. The production side includes network information content producers and network platform operators. The maintenance and governance of the cyberspace information content ecosystem are controlled from both the aspects of production and dissemination management.

Baidu establishes content examination and control systems that combine technical identification and manual inspection. Illegal content is technically filtered and accurately identified, thus illegal and harmful information on the Internet is removed to promote a healthy and orderly Baidu content ecosystem.

Baidu establishes evaluation systems for network information content governance. Network information content governance should be results-oriented, a set of scientific, systematic, and authoritative ecological evaluation index systems for clean cyberspace should be established, including clear evaluation methods, evaluation frequencies, publication

processes, and feedback mechanisms, to ensure that information content governance produce concrete results.

**Article 10** The content governance mechanisms of Baidu cover all its products and platforms. Through multi-dimensional approaches including but not limited to machine strategies, manual inspection, user feedback, and public opinion monitoring, illegal and harmful information can be timely identified and quickly dealt with.

**Article 11** Baidu fully accommodates the interests of numerous stakeholders, listening to their needs, and engaging them in the formulation and implementation of content governance policies. Stakeholders include but are not limited to governments, users, self-media, industry associations, and Baidu content security operatives. When making policies, Baidu gives sufficient consideration to the opinions of different parties and dedicates itself to establishing open and transparent content governance policies.

### **Chapter III Content Management Standards of Baidu Products and Platforms**

**Article 12** Baidu develops the content management standards of its products and platforms in accordance with current laws and regulations such as the *Cybersecurity Law of the People's Republic of China*, the *Provisions on Ecological Governance of Network Information Content*,

the *Administrative Measures on Internet Information Services*, and other relevant regulations such as the *Baidu User Agreement*.

**Article 13** Baidu's various products and platforms shall prohibit users from making, copying, or publishing any illegal information containing the following:

- (1) Violating the fundamental principles established in the Constitution;
- (2) Jeopardizing national security, divulging state secrets, subverting the state power, or undermining the national unity;
- (3) Damaging the reputation or interests of the state;
- (4) Distorting, defaming, desecrating, or denying the deeds and spirit of heroes and martyrs, and insulting, defaming, or otherwise infringing upon the name, portrait, reputation, or honor of a hero or a martyr;
- (5) Advocating for terrorism or extremism, or instigating any terrorist or extremist activity;
- (6) Inciting ethnic hatred or discrimination to undermine ethnic solidarity;
- (7) Detrimental to state religious policies, propagating heretical or superstitious ideas;
- (8) Spreading rumors to disturb economic and social order;
- (9) Disseminating obscenity, pornography, force, brutality, and terror; or crime-abetting;
- (10) Insulting or defaming others or infringing upon their reputation, privacy, and other legitimate rights and interests;

(11) Other content as prohibited by laws and administrative regulations.

**Article 14** Baidu's various products and platforms prevent and resist the production, copy, and release of harmful information containing the following:

- (1) Using exaggerated titles that are extremely inconsistent with the content;
- (2) Hyping gossip, scandals, bad deeds, and so forth;
- (3) Making improper comments on natural disasters, major accidents, or other disasters;
- (4) Containing sexual innuendo, sexual provocations, and other information that can easily lead to sexual associations;
- (5) Showing gore, horror, cruelty, and other scenes that cause physical or mental discomfort;
- (6) Inciting discrimination against a group of persons or regions;
- (7) Promoting indecent, vulgar, and tacky content;
- (8) Content that may induce minors to imitate unsafe behaviors, violate social morality, or induce minors to indulge in unhealthy habits;
- (9) Other content that adversely affects network ecology.

**Article 15** All Baidu products and platforms prohibit users from illegally using Baidu's brand elements or damaging Baidu's reputation by slander.

For specific brand guidelines, please refer to the particulars in the media resource library on Baidu's official websites.

**Article 16** Users of Baidu Featured Products shall comply with specific product regulations such as the *Baijiahao Platform Service Agreement*, the *Baijiahao User Manual*, and other specific provisions of relevant laws and regulations.

Should the content posted by its producers be identified to be low-quality, vulgar, or repetitive, or otherwise not in accordance with the content management standards of the platforms, Baidu Featured Products will reject it and not recommend it. Non-compliant content includes but is not limited to the following:

(1) Poor quality content

1. The video cannot be played normally, the video is incomplete, the plot is repetitive, and the video lacks substance;
2. Screenshots of chat logs with no substantive meaning and large chunks of unclear content;
3. The content is unstructured, illogical, with paragraphs that are heavily repetitive or contain many typos and traditional Chinese characters;
4. Large passages of the text are garbled, not in paragraphs or punctuated, and the content is incomplete;
5. The picture is blurred with a low definition.



## (2) Poor cover quality

1. The cover of the video or online photo albums is fuzzy, and it is difficult to identify the main body, or the main body is incomplete;
2. The cover of the video or online photo albums is reversed;
3. The video cover contains a play button, progress bar, and other content that affects the reading experience.

## (3) Video quality problems

1. Video image problems: poor definition, stability, and saturation, or has a watermark which affects the users' experience;
2. Video sound problems: silent video, unclear sound, machine synthesized sounds, soundtrack or picture out of sync;
3. Video subtitle problems: the absence of subtitles in foreign videos that affect understanding, unclear subtitles, or garbled subtitles.

## (4) Expiration of timeliness

1. Outdated sports competitions, variety shows, and weather forecasts;
2. Outdated news, policies, or laws and regulations.

## (5) Political content

Unqualified individuals and institutions gather, edit, or publish content and comment on national defense, national policies, diplomacy, current affairs, political, economic, and military affairs, and so forth.

#### (6) Illegal distribution of social news

Unqualified individuals and institutions which gather and edit news or provide internet news information services publish social news comments on society, people's livelihood, and so forth.

#### (7) Inappropriate content for the platforms

1. Propagating harmful cultures and unhealthy lifestyles, and displaying negative and decadent outlooks on life, the world, and values;
2. Advocating for mammonism, extravagance, hedonism, and extreme individualism;
3. Fully affirming the western culture, strengthening the colonial cultural psychology, and denigrating traditional Chinese culture;
4. The publication of copyright-free content by individuals or self-media.

Should content posted by its content producers be identified as against regulations, Baidu products shall deduct the credit from the relevant accounts or suspend the accounts. Non-compliant content includes but is not limited to the following:

#### (1) Violations of laws and regulations

1. Violating the fundamental principles established in the Constitution;
2. Divulging state secrets, jeopardizing national security, or damaging the reputation or interests of the state;

3. Abetting or organizing others to violate laws and disciplines;
4. Endangering social morality, damaging the excellent tradition of the Chinese culture;
5. Illegal content issued by overseas media;
6. Other content as prohibited by laws, administrative regulations, and other state provisions.

(2) Fake information or rumors

1. General rumors. Vague fabrication and dissemination of unsubstantiated statements or statements that are different or contrary to the facts;
2. Rumors about disasters. Fabricating the occurrence of certain disasters or exaggerating the danger of disasters, thus causing negative impacts on the psyche of the public and social stability;
3. Rumors about terrorist attacks. Fabricating harmful information concerning society and the country such as terrorist attacks or explosions, thus causing social panic or disrupting social order;
4. Rumors about crimes. Fabricating information concerning crimes and public security affairs, thus causing public resistance and discontent;
5. Rumors about food safety. Fabricating and exaggerating the quality and safety issue of certain products, thus causing public panic and complaints;

6. Rumors about celebrities and public figures. Fabricating false information causing reputation infringement and mental harm to the affected people, promoting unhealthy tendencies.

(3) Malicious marketing

1. Advertisement for collection. Using words and phrases such as evaluation, assessment, purchasing, valuing, and so on; Containing contact information such as WeChat and its variants (such as WiChat or VChat), and so forth;

2. Advertisement for healthcare. Sexual health information concerning andrology, gynecology, aphrodisiacs, increasing sperm mobility, vaginal rejuvenation, premature ejaculation, kidney invigoration.

Recommendations whose authenticity cannot be verified including advice on alopecia, diet pills, slimming pills, breast enhancement, fetal gender testing, etc.;

3. Advertisement for financial services. Stock recommendations such as technical real-trade stock analysis, market trading operations, recouping stock losses, etc.

(4) Releasing old news as the latest news

Maliciously making statements about an event happened long ago, as if it just happened recently, to mislead users.

(5) Feudalism and superstition

1. Advocating for ghosts and gods, demon reincarnation, possession, and so forth;
2. Advocating for medical treatments using witchcraft, healing potions, and so forth.

(6) Content inconsistent with facts

1. Posting content that contradicts facts;
2. Factual errors that contradict existing knowledge systems.

(7) Pornography and unpleasant content

1. Immoral content containing pornographic dating, prostitution and solicitation, promoting pornographic websites, and so forth;
2. Content containing sexual behaviors, sexual processes, sex types, sexual feelings, psychosexual feelings, sexual innuendo, and other information that can easily lead to sexual fantasies;
3. Sexual concepts contradicting social ethics, such as sexual abuse, bondage, sexual violence, and so forth;
4. Content that is likely to cause discomfort, such as descriptions about animal cruelty, gore, violence, and so forth.

(8) Advertisement and promotion

1. WeChat official accounts, self-media accounts, and QR codes with obvious marketing intentions;

2. Product advertisements with links to websites such as Taobao, Weidian, and other e-commerce platforms;
3. Contact information of the advertiser or others that lures readers into making contact so as to promote services and products;
4. Links or websites to third parties.

(9) Apparent mistakes in headlines

1. Blank or incomplete headlines;
2. Unidiomatic headlines, such as faulty wordings or split phrases;
3. Headlines fully written in English, foreign languages, traditional Chinese characters, and so forth;
4. Headlines containing unnecessary words, wrong words, missing words, meaningless and garbled symbols, and so forth.

(10) Incompatibility of the headlines and article

1. Headlines irrelevant to the articles;
2. Headlines expressing wholly opposite opinions to the articles;
3. Sensational headlines, using exaggerated descriptions;
4. Headlines using content taken out of context from the articles or misinterpreting the content of the article;
5. Covers that are irrelevant to the videos or online photo albums.

(11) Infringement of copyright

1. Unauthorized use of registered business names or trademarks of others, infringing upon the exclusive rights to use their business names and trademarks;
2. Unauthorized use of others' names and profile photos, infringing upon their legal rights such as portraiture right, reputation right, and so forth;
3. Unauthorized use of others' original articles, infringing upon their intellectual property rights.

(12) Endangering personal safety or property safety

1. Content containing explosives, guns, drugs, and so forth;
2. Content containing illegal transactions, such as the illegal sale of tobacco, counterfeit currency, invoices, smuggled goods, human organs, illegal certificate handling and document stamping, counterfeiting agency services for ID cards and credit cards, SIM card cloning, and so forth;
3. Content containing the trade of controlled knives, crossbows, police supplies, and so forth.

(13) Vulgar content

1. Vulgar and proactive content that lures users to click;
2. Indecent behaviors in public that are destructive to morals;
3. Maliciously abusing and insulting other people, spreading words or pictures, and infringing upon the privacy of others.

(14) Excessive irrelevant content

1. Content containing many topics stitched together, which are irrelevant to the headline; content without any cohesion; content irrelevant to the headline taking up a relatively large proportion of the article;
2. Reviews of the previous content and the review section taking up a relatively large proportion of the article.

**Article 17** Users on Baidu Livestreaming Products shall abide by specific product provisions such as the *Baidu Livestreaming Service Agreement* as well as relevant laws and regulations.

Should livestreaming users violate the platform management rules, Baidu Livestreaming Products shall take actions such as warning, silencing, termination of livestreaming, account banning, and content deletion as appropriate. If the circumstances are serious, Baidu livestreaming product management shall have the right to take measures including permanent account banning, permanent termination of livestreaming, and cooperation with the investigation by competent authorities, as held accountable by law. All information, comments, and behaviors posted or displayed by livestreaming users on Baidu's livestreaming products shall not contain the following:

- (1) Jeopardizing the national unity, sovereignty, and territorial integrity; divulging state secrets; jeopardizing national security; damaging the



dignity, reputation and interests of the state; advocating for terrorism and extremism; undermining ethnic solidarity; anti-government sentiments, insulting and defaming the Party and the state;

(2) Jeopardizing social morality, disturbing social order, promoting comments or engaging in behaviors related to pornography (including but not limited to sexual acts, sexual innuendo, scant dressing, sexual provocations, etc.), violence, gore, negative and reactionary ideas, heretical or superstitious ideas, gambling, drug-taking, crime-abetting, teaching how to commit crimes or any relevant suspicious behaviors;

(3) Using immoral comments to humiliate, defame, discriminate and abuse others or infringing upon their reputation, privacy, and other legitimate rights and interests;

(4) Infringing upon the legitimate rights and interests of minors or harming the physical and mental health of minors;

(5) Damaging the public image of specific professions and groups, such as the people's army and armed police, social organizations and groups;

(6) Inciting unlawful assembly, association, procession, demonstration, inciting the assembled crowd to disturb social order, and undermining social stability;

(7) Displaying, by any means, illegal or contraband items such as guns and controlled knives, or engaging in high-risk performances that are likely to cause injury;

- (8) Words, images, music, sound effects that display excessive horror, physical pain, hysteria; cause intense sensory and mental stimulation; and may cause physical or mental discomfort;
- (9) Audio and video livestreaming, commentaries on public events involving political, military, economic and diplomatic affairs and other public events, or running such audio and video programs and livestreaming channels;
- (10) Conducting all acts of illegal advertising, publishing illegal advertisements, or posting illegal advertisements in the comments;
- (11) Livestreaming initiated by minors;
- (12) Using others' ID information to apply for livestreaming accounts with the intent to conduct livestreaming;
- (13) Using works such as films, television, games without authorization from the rights holder;
- (14) Disseminating audiovisual programs that are prohibited by the state ;
- (15) Publishing any other comments or behaviors that are unlawful or violate the public order and social morality.

**Article 18** Users of Baidu Social Products are required to comply with the *Baidu Tieba Agreement*, the *Baidu Tieba Moderator Rules*, and other specific product regulations as well as relevant laws and regulations.

Should users fall under any of the following circumstances, Baidu Social Products shall impose punishments of shutting down all or part of their permissions, as well as suspending, deleting, or blocking their accounts:

- (1) Using indecent or inappropriate IDs and nicknames;
- (2) Unlawful or infringing comments containing obscenity, pornography, personal abuse, and anti-government sentiment;
- (3) Engaging in illegal commercial activities;
- (4) Imitating the ID of Tieba moderators or others to impersonate moderators or undermine the image of moderators;
- (5) Using illegal software such as posting machines, for forum-flooding and illegal posting;
- (6) Infringing upon the intellectual property or other legitimate rights and interests of other persons;
- (7) Other behaviors that Baidu deem inappropriate.

Should content posted by users fall under any of the following circumstances, Baidu platforms shall impose punishments of direct deletion; and if the circumstances are serious, the Platform shall shut down all or part of the user's account permissions, as well as suspending, deleting or blocking their accounts:

- (1) Violating laws, rules, regulations, ordinances and other standards with legal effect;

- (2) Publishing spam articles that do not fit the theme of the page, or having, in essence, no content;
- (3) Multiple, identical recurrent articles;
- (4) Content with contact information for network start-ups, online part-time jobs, Q coin topping up, and fake prize information;
- (5) Content with contact information for counterfeiting agency services for degrees and professional titles, taking exams for others, finishing homework and essays for others, sales of exam answers, and so forth;
- (6) Content with contact information of counterfeiting agency services for bank card applications, buying and selling invoices, illegal lotteries, and so forth;
- (7) Illegal content with contact information containing hacking, paid post-deleting, and certificate handling and document stamp forgery;
- (8) Unofficially certified content with contact information of hospitals, beauty, pharmaceuticals, freckles, specialist doctors, and cosmetic surgery with contact information;
- (9) Content of articles or the individual's signature in a format that significantly affects the user's browsing experience;
- (10) Other content that Baidu deems inappropriate.

Should moderators fall under any of the following circumstances, Baidu platforms shall impose the punishments of firing them or shutting down

part of their account permissions, as well as suspending, deleting, or blocking users' accounts:

- (1) Abusing administrative authority by blocking normal User IDs or deleting normal comments without good reason; pinning posts as Recommended Posts, Top Posts or Custom Links (Custom Links are not allowed to contain commercial or advertising content); the content of which violates China's laws and regulations or the *Baidu Tieba Agreement* that are unsuitable for the Forum's theme, or that contain inappropriate content (commercial purpose, piracy, infringement, etc.);
- (2) The moderators are prohibited from using their administrative authority to seek benefits for any organization, institution, enterprise, or individual. Any content containing business names, logos, contact information, or other information (including but not limited to words, pictures, weblinks, QR codes, etc.) shall be regarded as the commercial property, which cannot be published as a Recommended Post, Top Post, Forum Logo, Forum Introduction, Forum Background Image, Useful Link, and so forth;
- (3) The moderators are prohibited from organizing or participating in any violation of the *Baidu Tieba Agreement*, including but not limited to flooding forums with posts, spamming, malicious excessive posting, personal attacks, doxing, and so forth.

**Article 19** Users of Baidu Knowledge Products shall comply with the specific product provisions such as the *Baidu Knows Agreement* and other relevant laws and regulations.

Any question, answer, comment, document, or knowledge posted which falls under any of the following circumstances should be deleted; if the circumstances are serious, users' accounts shall be permanently suspended or suspended for a limited period:

(1) Disseminating pornography, violence, and terror;

1. Detailed descriptions of sexual organs, behaviors, and psychology;
2. Disseminating pornographic pictures or other pornographic content;
3. Detailed descriptions of violent acts and the corresponding physical and mental experiences;
4. Detailed descriptions of terrorist events and personal feelings;
5. Luring others into sexual intercourse or prostitution;
6. Employing or inducing others to engage in violent activities;
7. Threatening others;
8. Providing links consistent with the above statements.

(2) Illegal or criminal content

1. Advocating for criminal offenses;
2. Inducing or assembling a crowd to engage in gambling, promoting bribery;

3. Engaging in frauds and deception;
4. Other behaviors that violate China's laws and regulations;
5. Providing links consistent with the above statements.

(3) Reactionary content

1. Malicious evaluations of existing national systems;
2. Disrupting public order and inciting disputes and conflicts among ethnic groups, races, religions and regions, and so forth;
3. Malicious attacks on government agencies and officials, propagating heretical or superstitious ideas;
4. Providing links consistent with the above statements.

(4) Advertisements

1. Spamming numerous or repeated links routing to the same website;
2. Deliberately leading others to certain websites or forums to increase network traffic;
3. Engaging in the transaction of any goods (including virtual goods, such as virtual currency) for for-profit organizations or individuals;
4. Propagating or developing pyramid schemes;
5. Providing links consistent with the above statements.

(5) Personal abuse, slander, and false information

1. Infringing upon the portrait right, privacy right, and other legitimate rights and interests of others, insulting others with foul language that causes physical and psychological harm;
2. Damaging the reputation of social groups or organizations;
3. Providing links consistent with the above statements.

(6) Immoral and unethical content

1. Violating social morality, advocating for decadent and negative outlooks on life;
2. Inducing suicide, describing its methods and processes;
3. Discriminating against and belittling vulnerable groups such as the physically disabled, the elderly, the financially challenged, and so forth;
4. Teaching methods of infringement such as hacking, fraud, and so forth;
5. Advocating for or inducing immoral behaviors such as teacher-student relationships, affairs, incest, and so forth;
6. Other content that makes others hateful or unhappy;
7. Providing links consistent with the above statements.

(7) Malicious, boring, and spam content

1. Questions and answers with real names (non-public figures) and specific contact information;
2. Questions concerning online-chatting, people searching, courtship, commenting, and so forth;



3. Questions for discussion that are malicious, boring, or spam;
4. Questions making demands for compositions, essays, assignment solutions, and so forth;
5. Questions with insufficient information in their titles and supplementary text;
6. Questions, answers, or comments with content or formatting that significantly affects the user's browsing experience;
7. Repeated questions in a short period;
8. Identical content in numerous irrelevant questions;
9. Obviously plagiaristic answers;
10. Meaningless questions and answers;
11. Other worthless content that can be identified as spam.

## **Chapter IV Supplementary Provisions**

**Article 20** These standards are developed by the Baidu Risk Management Center and Baidu's various business lines, which are also responsible for the implementation and performance evaluation of these standards.

**Article 21** These standards shall be regularly updated and published to ensure their compliance, timeliness, and validity, in accordance with the issuances and revisions of China's laws and regulations as well as the changes of rules, regulations, and procedures of Baidu.

**Article 22** Links to relevant regulations:

[Baidu User Agreement](#)

[Master Privacy Policy](#)

[Baijiahao Platform Service Agreement](#)

[Baijiahao User Manual](#)

[Baidu Livestreaming Service Agreement](#)

[Baidu Tieba Agreement](#)

[Baidu Tieba Moderator Rules](#)

[Baidu Knows Agreement](#)